



NEWS Flash

Since 1971 — Forty-Nine Years of Service to California's Motorcycle & Motorsports Dealers

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CALIFORNIA MOTORCYCLE DEALERS ASSOCIATION

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Breaking News — The CMDA Update Newsletter Goes Digital

Among the changes that the Coronavirus epidemic has brought to our industry, the CMDA has chosen to start publishing its 49-year old newsletter, the *CMDA Update*, digitally.

Our selection of hard copy printers has been affected by the closure of these businesses, that quite frankly, follows on the heels of many trade association publications making the transformation from printed to digital versions.

Over the last few years, the CMDA office has also had an increasing number of comments supporting a digital version of the *Update*, so we felt it is an appropriate time to make the change from the printed, hard copy version, USPS mailed to a digital version that is easily accessible, with flip pages, just like the printed version.

It's always available for future reference, on the CMDA website.

The CMDA website is also undergoing major changes that will be completed in the very near future. It will be member-password-protected with the ability to find and reference past issues of *CMDA Action Alerts*, *News Flashes*, *Updates* and other selected articles and mailings of interest.

We have endeavored to mail out extra updates throughout the COVID-19 crisis to keep CMDA Members the best informed motorcycle and powersport dealers in the country.

Despite many other motorcycle retailer support organizations cutting back their services because of the negative effects of the Coronavirus Crisis, the CMDA is only going to increase its benefits and support for our members, going into our 50th Anniversary in 2021!

Now, just how do I access the latest edition of the *CMDA Update*, whose cover is pictured to the left?

It's really simple — just either click on the *CMDA Update* Front Cover image to the left, or on the red color highlighted link below, and you will be

taken directly to the current issue of our *Update*.

<https://camda.net/News/Spring-2020/mobile/index.html>

When it opens up on your computer, phone or tablet, use the symbols at the bottom to flip through the newsletter, or return to read an earlier article.

If you have any difficulty, please e-mail us at info@camda.net or call the headquarters at (951) 471-1500.

Finally, please take the time to let us know how you feel about our leap into the digital age with the on-line version of the *Update*. You can e-mail us at the same e-mail address, above. — Enjoy! ♦

